

Global Conversations About **Georgia's IP**

This September, Toronto hosts one of the most important conversations of 2026. TIFF launches **TIFF: The Market** — a new initiative backed by a **\$23 million (CAD) federal investment** — featuring an Innovation Hub and an IP Exchange built for a creative economy that is cross-platform, globally distributed and driven by creator- and brand-owned intellectual property. Georgia Entertainment will be there, leading conversations focused on **Georgia origination, ownership and development**.

tiff the market

*The conversation has shifted. The focus moves beyond where production can be incentivized and made the cheapest — toward **IP origination, ownership, financing, development and long-term franchise value**.*

01 PARTNERSHIP OPPORTUNITIES

Presenting **Partners**

- › Title naming in all promotions, social posts and press
- › A representative on the panel — speaking opportunity
- › Featured in 'Georgia at TIFF' live streams, promoted and archived on our social outlets
- › Logo enhanced placement on the step-and-repeat
- › Early access to RSVPs of the events
- › Option to provide branded swag available for attendees
- › Custom co-branded VIP invitations
- › Access and full reuse rights to all media
- › Attendee list with names and contact information

Sharing **Partners**

- › Special recognition at all our events
- › Inclusion in pre + post press releases and social promos
- › Logo inclusion on the step-and-repeat
- › Early access to RSVPs of the events
- › Option to provide branded swag available for attendees
- › Custom co-branded VIP invitations
- › Access and full reuse rights to all media
- › Attendee list with names and contact information

Supporting **Partners**

- › Inclusion in pre + post press releases and social promos
- › Logo inclusion on the step-and-repeat
- › Access and full reuse rights to all media
- › Attendee list with names and contact information

02 PROGRAMMING HIGHLIGHTS

Georgia Entertainment will lead a series of **strategic gatherings and engagements** during TIFF 2026 to promote Georgia's world-class production infrastructure, tax incentives and growing creative ecosystem.

Our programming brings together **decision-makers from across the entertainment industry** to explore why Georgia continues to be one of the most competitive locations for storytelling — film, television and multi-platform IP.

Supporters of this initiative will receive an invitation to a private Georgia Insider brunch at TIFF with members and invited industry leaders. The gathering is designed to encourage meaningful conversation around intellectual property, global partnerships and the opportunities available to Georgia companies on the international stage.

03 MEDIA & MORE

• Custom invites

• Official post-event photos

• Recap event reel

• Featured partner editorials

LIMITED AVAILABILITY

Partnership tiers are offered on a **first-come, first-served basis**. With a capped number of partners per tier, your brand benefits from an exclusive, high-impact presence at one of the world's most prestigious events.